DOCUMENT RESUME

ED 227 948 PS 013 429

AUTHOR Cudaback, Dorothea; And Others
TITLE Age Keyed Parent Education Newsletters: Results of a National Survey. Revised Edition.
PUB DATE 22 Dec 82
NOTE 21p.
PUB TYPE Reports - Evaluative/Feasibility (142)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Extension Education; *Information Dissemination; Information Utilization; *Material Development; National Surveys; *Newsletters; Parent Attitudes; *Parent Education; *Parent Materials; Summative Evaluation; User Satisfaction (Information)

ABSTRACT

A nationwide study was conducted of production by state cooperative extension offices of age-keyed parent education newsletters for expectant parents and parents of children under 5 years of age. Information was collected on a questionnaire sent to the person in each state cooperative extension program responsible for parent education. Responses were received from each of the 50 states, the District of Columbia and Guam. Findings indicated that the use of newsletters by extension programs is widespread and growing. While some newsletters were written for teen and low-income parents, most were directed toward middle-class, married, fairly well-educated parents. Those who managed extension programs saw the distribution of newsletters as a cost-effective way to reach otherwise unreachable families with timely and valuable parenting and child development information. Additional related data were gathered through evaluations of three parent information series produced in Iowa, California, and Arizona. The great majority of parents who completed evaluation questionnaires in these three states found the information provided useful in promoting their self-confidence as parents, improving their knowledge of child development, and increasing their ability to be effective nurturing parents. (The nationwide survey questionnaire and survey data are appended.) (RH)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)
☐ This document has been reproduced as received from the person or organization originating it.
☒ Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

ED227948

AGE KEYED PARENT EDUCATION NEWLETTERS:

RESULTS OF A NATIONAL SURVEY

Study Team:

Dorothea Cudaback, D.S.W., Human Relations Specialist, University of California, Berkeley (Project Coordinator).
Cindy Darden, Home Economist -- Human Development, University of Georgia, Athens.
Patricia Tanner Nelson, Ed.D., Family and Child Development Specialist, University of Delaware, Newark.
Shirley O'Brien, Ph.D., Human Development Specialist, University of Arizona, Tucson.
Dorothy Pinsky, Human Development and Family Life Specialist, Iowa State University, Ames.
Emily Wiggins, Family Life, Child Development Specialist, Clemson University, South Carolina.

Revised December 22, 1982

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Dorothea Cudaback
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

PS013429

Contents

	Page
The Study	1
Use of Newsletters	2
Purpose of Newsletters	3
Parents Reached	3
Promotion, Delivery and Cost	4
Evaluation Activity	4
Summary of Three Program Evaluations	5
The Evaluations	5
Characteristics of Respondents	5
Introduction to Series	6
Satisfaction with Newletters	6
Impact of Newsletters on Parents	7
Reading and Sharing	8
More Information Desired	8
Specialists' Views of Advantages/ Disadvantages of Age Keyed Newsletters	8
Summary and Questions	9
References	11
Appendix	
A Questionnaire	
B Use of Age Keyed Newsletters	
C Estimates of Parents Reached by Newsletters in 1981	

AGE KEYED PARENT EDUCATION NEWSLETTERS: RESULTS OF A NATIONAL SURVEY

The Study

Each month a new mother receives a leaflet in the mail. It gives her information about development and care of babies exactly the age in months as her own. She will receive an age keyed leaflet monthly until her baby is 1-year-old -- and maybe beyond. She may have requested this leaflet service from her health department, hospital or Cooperative Extension office. This service is probably free. Does the mother read these leaflets? Do they give her useful information? Do they help her to become a better parent?

This is a study of the use of these age keyed leaflets for expectant parents and parents of young children up to the age of 5. We wanted to find out how many state Cooperative Extension offices were providing this service, how the programs were structured, what kinds of people received the leaflet series, and what effect, if any, the program had on participant families. The study was conducted by a team of six Extension Family Life and Child Development Specialists, each of us responsible in our own states for developing and disseminating statewide parent education programs. We shared a special concern for helping young parents -- a concern based on:

- ++ The importance to parents and their children of these early parenting years (Beckworth 1971; Brazelton 1973; Cowen et al. 1978; Gordon 1979).
- ++ Apparent increase in the need for parent education as evidenced by growing child abuse and neglect, increasing numbers of teen and single parents, isolation of parents from the support of their larger families.
- ++ Our observation that new parents wanted and would use information to help them effectively nurture and guide their infants and young children.

Our study of age keyed parent education leaflets as a method of serving these parents was prompted by several practical concerns. At home study programs are relatively inexpensive to deliver (we all face budget cuts), and can reach parents who might not come to meetings or classes[1] and since information can be tailored to baby's age, it will reach parents when they are most ready to use the information.

---

[1] Some studies show that parents prefer to receive adult education programs at home through written materials. See for example: Goelting 1981; Goble 1964; Hennon 1982; Tough 1978.

Information was collected by questionnaire (see Appendix A) sent to the person responsible in each state Cooperative Extension program for parent education. Typically this was the state Family Life/Child Development Specialist. Responses were received from each of the 50 states, the District of Columbia and Guam.

Use of Newsletters

Specialists from 19 states reported use of age keyed parent education leaflets. In one of the states, Kansas, Cooperative Extension collaborated with the state health department in distributing a leaflet series "Pierre Pelican" provided by the state health department. In all other states using newsletter series, the Cooperative Extension was fully responsible for producing the newsletter.

Sixteen additional respondents reported sending out parent education leaflets or information sheets written for parents of infants and/or young children, mailing not specifically keyed to baby's birth month. Seventeen other respondents reported no current use of parent newsletters though several of these respondents were planning to initiate such a program.

None of the leaflet series had been distributed longer than 5½ years. Forty-four percent had been distributed 2 to 4 years, and 19% had been distributed 6 months or less. Use of age keyed newsletters in Cooperative Extension seems to be a fairly new and growing effort.[2]

Of those 19 respondents using age keyed leaflets, seven sent out leaflets to expectant parents, all sent out leaflets to parents of infants age 0 to 1, five sent to parents of 1-year-olds, four to parents of 2-year-olds, two to parents of 3-year-olds and two to parents of 4-year-olds.

States often adapted or adopted leaflet series developed by another state Cooperative Extension. Six different prenatal leaflet series were being used, nine different ones for parents of infants 0 to 1, three for parents of 1-year-olds, two for parents of 2-year-olds, and one for parents of 3- and 4-year-olds. (See Appendix B, "Use of Age Keyed Newsletters.")

The most widely used parent newsletters were those developed by Dr. Shirley O'Brien of Arizona Cooperative Extension. She has written six newsletter series: "Waiting Times" for expectant parents used in two states; "Cradle Crier" for parents of babies 0 to 1 used in nine

---

[2] Age paced newsletters are not new. One of the earlier ones is "Pierre Pelican" which began circulation about 30 years ago and is still widely used.

states; "Crib Courier" for parents of 1-year-olds used by three states; "Toddler Tattler" for parents of 2-year-olds, used by two states; "Teddy Bear Telegraph," for parents of 3-year-olds, used by two states; and "Fourth Wheeler" for parents of 4-year-olds, used by two states. Altogether almost 50% of all parent education newsletters used by Cooperative Extension nationally are copies or adaptations of Dr. O'Brien's material.

Leaflets written for parents of infants were generally sent monthly; those for parents of children 1-year-old or older were usually sent three or four times a year. Three of the prenatal series were sent once during pregnancy, two were sent monthly during the last 8 months of pregnancy, one was sent each trimester.

Purposes of Newsletters

The purpose of the newsletter series as identified by respondents was to help participants become more confident and effective as parents by:

++ Providing information about child development and available parent resources and information.

++ Giving suggestions about infant nutrition, safety, parent-child communication, discipline, and activities to stimulate young children's intellectual, social and physical development.

++ Encouraging parents to attend to their own needs as individuals and couples.

Parents Reached

We asked respondents to estimate the number of parents who received their newsletter series in 1981. This proved to be extremely difficult since in certain states some leaflets were sent to community and state agencies which in turn duplicated and distributed the series to their clientele. For those newsletters sent directly by Cooperative Extension offices, estimates of number of recipients ranged from 500 for one newsletter to over 12,000 for another. Altogether those 16 states which had been operating their program for more than 6 months reported reaching an estimated 100,100 families in 1981. This is considered a very conservative estimate. Most of these newsletters were sent to pregnant mothers or parents of new babies and in descending frequency, parents of 1-year-olds, 2-year-olds, 3-year-olds, and 4-year-olds. (See Appendix C for estimate of parents reached by each state in 1981).

Most of the newsletters used nationally were written for general audiences. Two were written specifically for teen parents and one for low-income parents. A Spanish version of "Cradler Crier," El Niño, la Cuña," was being used in Arizona. Three respondents reported that their newsletters were sent primarily to rural families and three that they were sent primarily to White families. The rest reported that recipients were of mixed residence (rural/suburban/urban), age, race/ethnicity and education level.

Promotion, Delivery, and Cost

Respondents reported publicizing the availability of their newsletters primarily through other newsletters (30% of respondents), professional agencies (25%), newspapers (15%), (radio 14%), posters and fliers (9%) and TV (3%). In some states information about the series was sent to new parents whose names were obtained from hospitals or birth records.

Most states use more than one distribution method; most common methods reported were mailing from the county Cooperative Extension office directly to recipients (41%) or distributing by displays and pick up trays located where parents congregate (20%). Leaflets were also distributed in batches to parent serving agencies and handed out at parent education meetings (18% for each response). Only two states reported distributing the series directly to recipients from the state Cooperative Extension office. All but a few respondents reported being very satisfied with their distribution methods.

Most newsletters were about 4 pages long. Respondents' estimate of printing costs ranged from 3½ to 10 cents per copy. No state charged for the newsletters though two respondents planned to charge for theirs in the near future. Eighty-six percent of the 519 parents who received Arizona's parent education series and returned evaluation questionnaires reported that they would be willing to pay at least 25 cents per copy if it became necessary to charge a fee for the series.

Evaluation Activity

Of those 19 states currently using age keyed newsletters, 10 had evaluated their parents' response to at least one of the series they used. Four states were currently conducting an evaluation, two were planning an evaluation and the remaining programs had been in operation less than 6 months.

Data collection for most evaluations completed, in progress or planned, was by use of questionnaire sent to recipients at the end of the leaflet series. Three respondents used telephone interviews. Evaluations typically requested information about:

- ++ Kind of parents receiving the newsletters such as sex, age, number of children, race/ethnicity, marital status, out of home employment, education, income.
- ++ Readers disposition of the leaflet -- proportion of leaflets read and subsequent use of leaflet.
- ++ General satisfaction with the leaflet series.
- ++ Impact of the leaflet series on recipients and their parenting behavior.

Summary of Three Program Evaluations

The Evaluations

I am summarizing here evaluations of three parent education series:

++ "Zero to One," a series of 12 three and one-half page leaflets sent monthly to Iowa parents during the baby's first year. The series is written by Dorothy Pinsky, Iowa State University, Human Development and Family Life Specialist.

++ "Parent Express," (draft version), 13 three and one-half page leaflets sent to California parents the last month before birth due date and monthly during the baby's first year of life. The series is written by University of California Cooperative Extension Human Relations staff, Arlene Reiff and Elise Kazanjian.

++ Five different parent education leaflet series written by Shirley O'Brien, University of Arizona, Cooperative Extension Human Development Specialist: "Cradle Crier" for parents of babies from birth to one year sent monthly (4 pages each), Crib Courier for 1-year-olds (6 pages each) and three trimonthly series, "Toddler Tattler" for 2-year-olds (6 pages each), "Teddy Bear Telegraph" for 3-year-olds (8 pages each), and "Fourth Wheeler" for 4-year-olds (6 to 8 pages each).

Data from all three evaluatons were collected by end series questionnaires returned by participating parents. One hundred sixty-eight were returned by parents who had received the last issue of Iowa's "Zero to One" prior to December 1980. One hundred ninety-three were returned from California's "Parent Express" readers who had completed the 13-leaflet series between September 1980 and March 1981. Five hundred nineteen were returned by parents who had completed one of the Arizona parent education series between August 1980 and February 1982. The Iowa respondents were drawn from a statewide sample. California respondents came from 7 counties; Arizona's respondents from 14 counties. There was a 67% return rate from Iowa; return rates are unknown for California and Arizona.

Characteristics of Respondents

Most California and Arizona respondents were in their twenties. Thirty percent of the California respondents were between 31 and 40. Sixty-nine percent of mothers and 56% of fathers in the Iowa sample were 29 and under. Eighty-six percent of the California sample were White. Race/ethnicity not given for Arizona or Iowa. As Table 1 shows most respondents were married, fairly well-educated, first-time parents.

Table 1 The Respondents

	Arizona	California	Iowa
Married	92%	92%	*
Mother Employed	40%	43%	34%
Mother, High School Diploma Only	33%	11%	45%
Mother, at Least Some College	50%	85%	39%
First-Time Parents	65%	79%	46%

* Information not requested.

Fifty-three percent of the California sample had gross family incomes of over $20,000; 16% of the respondents had gross incomes of under $12,000. Average family income for Arizona respondents was between $20,000 and $24,999. Seventeen percent of these respondents had incomes of less than $10,000.

Introduction to Series

Forty-one percent of the California respondents had heard about the series through newspaper/newsletters, 21% had heard about it from families or relatives, and 14% had heard about it from hospitals, clinics or health professionals. Most of the Arizona respondents heard about the first series, "Cradle Crier," from their local hospital. They heard about the other series from county home economists, health department and friends. Sixty percent of the Iowa sample had no previous contact with Extension.

Satisfaction with Newsletters

Seventy-seven percent of California's newsletter respondents reported they liked series "very much," 20% "liked it a little." Seventy-seven percent of Arizona's respondents rated the overall quality of the newsletter as "excellent," 30% rated it "good."

Iowa and California evaluation questionnaires asked respondents to check those topics included in the newsletter series that were most useful to them. Responses are summarized on Table 2. Though parents most frequently checked as most useful items related to their baby's needs, it is apparent that they also use information dealing with their own needs as individuals and parents.

Table 2 Most Useful Topics

	California	Iowa
Baby's Growth	88%	51%
Baby's Learning	*	57%
Nutrition	59%	30%
Safety	69%	29%
Health	*	35%
Immunization	*	22%
Family Communication	*	35%
Caring for Own Needs	49%	*
Stress	*	38%
Mother's Emotion	*	62%
Fathering	*	33%
Parent Resources	24%	18%

*Information not requested.

The meaning of the responses to the "most useful topic" question is not entirely clear. The frequency with which respondents checked a given item as "most useful" could be influenced by the respondent's desire for information about the topic or the frequency/quality of the coverage of the item in the newsletter. Our review of the written comments by parents about the series suggests that there was general overall satisfaction with the quality and quantity of coverage of the above topics. Responses do probably reflect desire for information about the subject.

Impact of Newsletters on Parents

Have the newsletters helped recipients to become more effective and confident as parents? The California and Iowa questionnaires asked parents directly about the influence of the series on their knowledge, attitude and behavior. Responses are summarized on Table 3. The great majority of respondents report that the series helped them learn about baby's growth, increased their self-confidence as parents and improved their relationship with their babies. A sizable proportion also reported that reading the series helped them care for their own needs and improved their relationship with their baby's other parent.

Table 3 Impact of Newsletter Series

	California	Iowa
Helped learn about baby's growth	97%	99%
Helped self-confidence	75%	73%
Helped relationship with baby	76%	77%
Helped care for own needs	53%	89%
Helped relationship with baby's other parent	39%	*

* Information not requested.

Seventy-three percent of the Arizona respondents said they had altered their actions with their child as a result of reading the newsletters and 58% said they changed their thinking about how their child grows and develops as a result of this reading.

Forty-one percent of the California sample reported "often" using suggestions and information from the newsletters; 56% reported "sometimes" using its suggestions and information.

Reading and Sharing

Eighty-nine percent of the California sample reported reading all of each newsletter. Seventy-nine percent of the Arizona respondents spent 10 to 20 minutes reading each copy of the newsletter. Most respondents in all states keep and file the newsletter for future reference (59% Arizona; 64% California; 62% Iowa). Sixty-six percent of the California respondents reported they referred to back issues "a lot" (7%) or "sometimes" (59%).

Seventy-one percent of the California respondents reported someone else read the newsletters besides themselves. The other reader most frequently was the baby's other parent (83%), friend/neighbor (20%) or grandparent/relative (17%). Eighty percent of Iowa respondents reported discussing an article from the newsletter series with their spouse. Respondents reported newsletters are frequently passed on to family or friends (25% of Arizona sample and 14% of California sample.)

More Information Desired

Neither California nor Iowa Extension programs had at the time of the evaluation a series of age keyed parent education leaflets for parents of 1- and 2-year-olds. The respondents in both states were asked if they would be interested in the series continuing past the baby's first birthday. Seventy-one percent of the Iowa respondents said they would like information on growth and development of toddlers; 82% of these said that they would like this information in the form of newsletters, 71% would like it in the form of pamphlets. Ninety-seven percent of the California respondents said they would like "Parent Express" continued passed their baby's first birthday. Fifty-nine percent of these respondents wanted the leaflet once a month, 38% every 3 to 4 months.

Specialists' Views of Advantages/Disadvantages of Age Keyed Newsletters

Specialists were asked to comment on the advantages and disadvantages of providing parent education by means of age keyed newsletters. The following were listed as advantages:

> Makes it possible to reach people otherwise difficult to serve (8 responses).
>
> Reaches parents in the home and is therefore convenient for them to use (8 responses).

Reaches parents at the teachable moment when they are actively seeking information (7 responses).

Takes only a small amount of time for mailing (3 responses).

Provides visibility for Cooperative Extension (3 responses).

Can reach large audience of varying educational levels, etc. (2 responses).

Newsletters can be kept for later reference by participants (1 response).

Can be targeted for specific audiences (1 response).

Is a means of giving ongoing systematic education (1 response).

The following were given as disadvantages of this method of providing parent education:

Hard to measure impact on participants (5 responses).

Lack of face-to-face contact; no opportunity to answer specific question (5 responses).

Costly (2 responses).

Reading level and content not always appropriate for wide range of audience reached (1 response).

Sometimes difficult to reach parents most in need of information (1 response).

Hard to keep track of mailing schedule for each family (1 response).

Content can be superficial (1 response).

Focuses on knowledge and not skills or behavior (1 response).

Takes a lot of storage space (1 response).

Summary and Questions

The use of age keyed parent education newletters by state Cooperative Extension and family life programs is widespread and growing. Some newsletters are written for teen and low-income parents; most newsletters reach middle class, married, fairly well-educated parents. Those who are responsible for managing programs see them as cost effective, efficient ways to reach often unreachable families with timely and valuable parenting and child development information. The

great majority of parents who completed evaluation questionnaires in three states found the information useful in promoting their self-confidence as parents, improving their knowledge of child development, and increasing their ability to be effective nurturing parents.

Our study raises some provacative questions. Did those parents who reported improved parenting really change thier behavior toward their children? If so, did reading the newsletters significantly influence this? If the newsletters were not coming to them, would these parents have received equivalent information elsewhere? What impact did this series have on all those who did not respond to the questionnaires? Can age keyed newsletters be useful to all families? If not, which kind of families, under what kind of circumstances are most likely to find these newsletters helpful? Can newsletters help families who have serious parenting problems? How can newsletters be tailored to specific population groups? In the face of budget pressures, how do we determine whether or not these newsletter programs are truly worth the cost?

Our study indicates that parent education through age keyed newsletters is a practical, fairly inexpensive way of helping some parents of infants of young children. Next our study group will tackle the tougher questions raised by this study.

REFERENCES

Beckworth, L., "Relationships between Infants' Social Behavior and Their Mothers' Behavior," Child Development, 1972, 43.

Brazelton, G.B., "Effect of Maternal Expectations on Early Infant Behavior," Early Child Development and Care, Vol. II, 1973.

Cowan, C, P. A. Cowan, L. Coie and J. Coie, "Becoming a Family: The Impact of a First Child's Birth on the Couple's Relationship," in W. Miller and L. Newman (eds), The First Child and Family Formation, Chapel Hill, North Carolina: Carolina Population Center, 1978.

Goelting, M.A., "Home Study Courses: An Educational Option," Journal of Extension, November, 1981.

Goble, E., "Young Homemakers and Extension," Journal of Cooperative Extension, Fall, 1964.

Gordon, I., "Improving Parent Skills," Families Today II, NIMH Science Monographs, U. S. Department HEW, 1979.

Hennon, C.B., B.N. Peterson, "An Evaluation of a Family Life Education Delivery System for Young Families," Family Relations, July, 1982.

LeMasters, E., "Parenthood as Crisis," Marriage and the Family, Vol. IXX, No. 4, 1957.

Tough, A., "Major Learning Efforts: Recent Research and Future Divestments," Adult Education, 28, 1978.

Person completing questionnaire _____

Title _____ Date _____

State _____

NATIONAL COOPERATIVE EXTENSION SURVEY OF
PARENT EDUCATION NEWSLETTERS

1. Does your Cooperative Extension Program distribute age keyed parent education newsletters for pregnant mothers, parents of infants and/or young children (under five years)? Yes ____ No ____

   IF YOUR RESPONSE IS YES, PLEASE COMPLETE QUESTIONS 1 THROUGH 20. If you distribute more than one newsletter, we ask that you duplicate this form and complete a questionnaire for each. Please enclose a set of newsletters for each form completed.

   IF YOUR ANSWER IS NO, COMPLETE QUESTIONS 21 AND 22 ONLY.

2. Age of child addressed in the newsletter for which this form is completed.

   prenatal ____, 0 to 1 ____, 1 year ____, 2 years ____, 3 years ____, 4 years ____

3. Name of the newsletter for which this questionnaire is being completed.

   _____

4. Purpose of the newsletter: (check those that apply)

   improve recipients' confidence in themselves as parents ____

   improve parents' responsiveness to the child ____

   improve parents' knowledge of child development ____

   improve parents' relationship with spouse or partner ____

   improve parents' ability to provide safe environment for the child ____

   improve parents' ability to feed child nutritionally ____

   improve parents' ability to promote child's physical development ____

   improve parents' ability to encourage child's intellectual development ____

   improve parents' ability to encourage child's social development ____

   improve parents' ability to encourage child's emotional development ____

   other ____ (please specify)

5. How long have you been distributing this newsletter? _____

6. How frequently is the newsletter distributed?

   monthly ____ quarterly ____ other ____ (if other, please explain)

7. How many people do you estimate have received this newsletter to date? _____

8. How many people do you estimate received this newsletter during 1981? _____

9. Is this newsletter written for a specific parent group (i.e., teen parents, low-income parents, rural families, minority group parents? Yes ____ No ____

   If yes, which group? _____

10. How would you describe the people who currently receive this newsletter (age, rural/urban, social/ethnic group, education level, etc.)?

11. How is this newsletter distributed: (check all that apply)

    Mailed by State Office directly to parents ____

    Mailed by County Office directly to parents ____

    Mailed in batches to extenders and agencies for distribution ____

    Handed out at parent meetings ____

    Distributed through pick-up trays or displays in places parents congregate, such as welfare departments, doctors offices, well baby clinics, etc. ____

    Other (describe)

    Comments

12. How have you publicized your newsletter? (check all that apply)

newspaper ____ poster/flyer ____

TV ____ radio ____

newsletter ____ through professional agencies serving parents ____

other (describe) ____

13. What system(s) do you use to keep mailing keyed to child's age?

_____

How well do you think this system works? _____

14. Do recipients pay for the newsletter? Yes ____ No ____

If yes, how much and how is this collected? _____

_____

15. What do you estimate to be the cost of printing the newsletter?

_____

16. What do you estimate to be the staff time needed to distribute the newsletter? _____

17. Is this newsletter primarily an adaptation of another newsletter?

Yes ____ No ____

If yes, what is the name of the newsletter from which its adapted?

_____

18. Have you evaluated this newsletter's effectiveness?

Yes ____ No ____

If yes, how and when? _____

_____

Note: If you have done a newsletter evaluation, we would appreciate your including a copy of your evaluation form (if one was used) and a summary of your evaluation results if available.

19. Overall what do you believe to be the advantages of using your newsletter series to provide parents education?

_____

_____

_____

What do you see as disadvantages? _____

_____

_____

20. What suggestions do you have for specialists planning to begin development or distribution of age keyed parenting newsletters?

_____

_____

_____

21. <u>If you do not distribute an age keyed parent education newsletter</u>:

What are your reasons for not distributing these kinds of newsletters?

_____

_____

22. Have you used such newsletters in the past or do you plan to use them in the future?

_____

_____

_____

_____

Thank you very much for completing this questionnaire.

Parent Education Newsletter Evaluation Committee:

Mary Andrews, Michigan
Dorothea Cudaback, California
Cindy Darden, Georgia
Patricia Tanner Nelson, Delaware
Shirley O'Brien, Arizona
Dorothy Pinsky, Iowa
Emily Wiggins, South Carolina.

Use of Age Keyed Newsletters

++ For Expectant Parents

Newsletter Name	Distribution	States Using Series
"Blue Ribbon Babies"*	1 prenatal issue	Delaware West Virginia
"Parent Express" (trial version)	Month 9 of pregnancy	California
"Pierre Pelican"	Monthly, last 8 months of pregnancy	Kansas (in collaboration with State Health Department)
"Pregnancy Countdown"	Months 1, 4 and 7 of pregnancy	Iowa
"Waiting Times"	Monthly, last 8 months of pregnancy	Arizona New Jersey
"Baby Talk"	1 prenatal issue	South Carolina

++ For Parents of Infants 0 to 1

Newsletter Name	Distribution	States Using Series
"Baby Bouncer"	Monthly	Georgia
"Baby Talk"*	Monthly	North Carolina South Carolina
"Blue Ribbon Babies"*	Monthly	Delaware West Virginia
"Cradle Crier"	Monthly	Arizona Arkansas, Connecticut Florida Nevada New Hampshire New Jersey Utah
"Off to a Good Start"	4 times a year	Pennsylvania
"Parent Express" (trial version)	Monthly	California
"Pierre Pelican"	Monthly	Kansas
"Young Parent"	Monthly	Washington
"Zero to One"	Monthly	Iowa

++ For Parents of 1-Year-Olds

Newsletter Name	Distribution	States Using Series
"Crib Courier"	3 times a year	Arizona Florida New Jersey
"Off to a Good Start"	4 times a year	Pennsylvania
"Young Parent"	Monthly	Washington

*Each state uses different version of these newsletters.

Appendix B, continued

++ For Parents of 2-Year-Olds

Newsletter Name	Distribution	States Using Series
"Toddler Tattler"	3 times a year	Arizona New Jersey Washington
"Young Parent"	Monthly	

++ For Parents of 3-Year-Olds

Newsletter Name	Distribution	States Using Series
"Teddy Bear Telegraph"	3 times a year	Arizona New Jersey

++ For Parents of 4-Year-Olds

Newsletter Name	Distribution	States Using Series
"Fourth Wheeler"	3 times a year	Arizona New Jersey

APPENDIX C

Estimate of Parents Reached by Newsletters 1981

Arizona	27,000
Arkansas	11,600
California	1,000
Connecticut	1,500
Delaware	New Program
Florida	8,000
Georgia	3,200
Iowa	12,500
Kansas	6,000
Michigan	500
Nevada	600
New Hampshire	New Program
New Jersey	4,900
North Carolina	2,000
Pennsylvania	New Program
South Carolina	6,000
Utah	10,000
Washington	4,000
West Virginia	1,300
TOTAL	100,100